

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. APR. 10, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K	TOTAL AUDIENCE (Households (000) & %)					12,100 16.6		18,520 25.4										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,500 14.4		10,210 14.0										
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 13.9		23 14.9		13.5* 22 *		13.7* 21 *		14.5* 23 *		14.4* 25 *		13.6* 25 *
W E K	TOTAL AUDIENCE (Households (000) & %)					17,570 24.1		18,010 24.7		23,260 31.9		20,920 28.7		18,520 25.4				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,240 20.9		16,480 22.6		20,920 28.7		19,170 26.3		14,360 19.7		20.6* 36 *		18.7* 35 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					34 20.5		36 21.4		44 22.1		42 23.1		36 27.8		36 * 29.6		35 * 26.6
W E K	TOTAL AUDIENCE (Households (000) & %)					19,680 27.0				21,940 30.1								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,650 20.1		17.9* 29 *		22.4* 35 *		19.4* 30 *		19.9* 32 *		19.4* 34 *		19.3* 36 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					17.6 17.6		18.2 18.2		21.0 21.0		19.4 19.4		20.1 20.1		19.7 19.7		18.9 18.9
W E K	TOTAL AUDIENCE (Households (000) & %)					10,860 14.9		17,350 23.8										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,400 12.9		7,950 10.9		11.2* 17 *		12.1* 18 *		11.7* 18 *		10.3* 16 *		9.9* 16 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					21 12.8		17 13.1		17 * 10.8		18 * 11.7		18 * 12.3		16 * 11.8		16 * 12.1
W E K	TOTAL AUDIENCE (Households (000) & %)					13,630 18.7		16,180 22.2		18,300 25.1		16,260 22.3		15,160 20.8				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,660 16.0		14,430 19.8		16,040 22.0		14,940 20.5		12,170 16.7		17.2* 27 *		16.2* 26 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 15.3		31 16.7		33 19.7		31 20.0		27 21.1		27 * 22.8		26 * 20.4
W E K	TOTAL AUDIENCE (Households (000) & %)					23,470 32.2				33,020 45.3								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					18,080 24.8		22.6* 37 *		26.9* 42 *		32.7 51		31.6* 47 *		33.2* 50 *		33.2* 54 *
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					40 22.0		37 * 23.2		42 * 25.8		51 28.1		47 * 31.8		50 * 31.4		54 * 33.0
TV HOUSEHOLDS USING TV		WK 1	53.3	55.6	56.2	57.6	59.8	61.6	63.0	64.3	64.6	65.3	63.7	62.6	58.6	56.1	54.5	51.6
(See Def. 1)		WK 2	49.4	51.6	54.2	56.6	59.6	61.8	63.6	65.9	67.2	67.6	66.8	66.2	64.0	62.6	62.1	60.6

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielson* TV AUDIENCE ESTIMATES

EVE. TUE. APR. 11, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					21,580 29.6		22,740 31.2		23,470 32.2		17,060 23.4		14,070 19.3				
	ABC TV					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Harvey Korman Show (OP)		Julie Farr, M.D.				
	AVERAGE AUDIENCE (Households (000) & %)					19,390 26.6		21,070 28.9		21,580 29.6		15,600 21.4		12,030 16.5		16.7*		16.3*
	SHARE OF AUDIENCE %					43		44		45		34		30		29 *		30 *
	AVG. AUD. BY ¼ HR. %					25.0	28.2	28.2	29.6	29.3	29.9	22.3	20.5	16.9	16.6	16.6	16.6	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,470 17.1		10,940 15.0		16,180 22.2								
	CBS TV					Sam		Big City Boys (8:30-9:00PM) (OP)						CBS Tuesday Night Movies "THE HAPPY ENDING" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					11,450 15.7		9,550 13.1		9,910 13.6	12.9*		14.4*		14.0*		13.3*	
	SHARE OF AUDIENCE %					25		20		23	20 *		23 *		25 *		24 *	
	AVG. AUD. BY ¼ HR. %					15.7	15.6	13.0	13.1	12.9	12.9	14.7	14.1	14.2	13.9	13.4	13.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,790 14.8				21,870 30.0								
	NBC TV									Chuck Barris Rah Rah Show (OP)				Big Event "TO KILL A COP" Pt. II (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8				15,890 21.8	18.8*		21.7*		23.6*		23.1*	
	SHARE OF AUDIENCE %					17	10.1*			18 *	36		35 *		41 *		42 *	
	AVG. AUD. BY ¼ HR. %					10.3	9.9	11.2	11.9	18.5	19.1	21.5	22.0	23.6	23.7	23.6	22.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,120 27.6		19,170 26.3		18,230 25.0		12,980 17.8		11,450 15.7				
	ABC TV					Happy Days (R)		Laverne and Shirley (R)		Three's Company (R)		Harvey Korman Show (OP)		Julie Farr, M.D.				
	AVERAGE AUDIENCE (Households (000) & %)					17,790 24.4		17,710 24.3		16,550 22.7		11,450 15.7		8,890 12.2		12.6*		11.7*
	SHARE OF AUDIENCE %					40		39		35		25		20		21 *		20 *
	AVG. AUD. BY ¼ HR. %					23.6	25.3	24.2	24.5	22.5	22.9	16.1	15.2	13.1	12.2	11.9	11.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,960 16.4		11,880 16.3		16,180 22.2								
	CBS TV					Sam		Bugs Bunny in Space (8:30-9:00PM)(R)						CBS Tuesday Night Movies "A MAN CALLED HORSE" (9:00-11:30PM)(R)(1)				
	AVERAGE AUDIENCE (Households (000) & %)					10,790 14.8		10,570 14.5		9,550 13.1	11.1*		13.1*		13.4*		14.0*	
	SHARE OF AUDIENCE %					25		23		22	17 *		21 *		22 *		24 *	
	AVG. AUD. BY ¼ HR. %					14.3	15.3	14.6	14.4	10.8	11.4	13.3	13.3	13.0	13.8	14.2	13.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,270 18.2				28,500 39.1								
	NBC TV									Man From Atlantis (OP)				Big Event "HOLOCALSI" Pt. III (9:00-12:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,040 12.4		10.8*		22,090 30.3	27.4*		30.5*		31.9*		31.5*	
	SHARE OF AUDIENCE %					20		18 *		22 *	49		48 *		52 *		53 *	
	AVG. AUD. BY ¼ HR. %					10.9	10.7	13.0	15.1	26.5	28.2	30.3	30.6	31.8	32.1	32.2	30.8	
TV HOUSEHOLDS USING TV WK 1		53.0	55.3	57.2	59.9	61.7	63.2	64.2	65.0	65.2	65.3	63.3	61.4	57.6	56.4	55.5	53.9	
(See Def. 1)		53.7	55.0	56.0	57.3	59.5	61.1	61.6	63.1	64.6	65.8	63.5	62.5	61.3	61.2	60.4	58.3	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. APR. 12, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	15,600 21.4				21,650 29.7				17,130 23.5									
	ABC TV	← Eight Is Enough (R) → Charlie's Angels (R) → (OP) → Starsky & Hutch (R) →																	
	AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5				17,130 23.5				14,070 19.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27	26 *			28 *	40	38 *		24.1 *	38	38 *		19.9	19.8	19.3	18.8 *	39 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	20,120 27.6				19,680 27.0													
	CBS TV	← Amazing Spider-Man → (OP) → CBS Wednesday Night Movie "FRAMED" (9:00-11:00PM) →																	
	AVERAGE AUDIENCE (Households (000) & %)	16,400 22.5				13,780 18.9				18.7 *									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	37	36 *			37 *	34	31 *		32 *				19.4 *	37 *	19.2	19.2	18.4	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	15,310 21.0				13,410 18.4													
	NBC TV	← Caribou: The Incredible Journey (8:00-9:00PM) → (OP) → Wednesday Movie Of The Week "WHO IS HARRY KELLERMAN AND WHY IS HE SAYING THOSE TERRIBLE THINGS ABOUT ME?" (9:00-11:00PM) →																	
	AVERAGE AUDIENCE (Households (000) & %)	12,030 16.5				4,880 6.7				9.9 *									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27	27 *			27 *	12	16 *		6.4 *				5.5 *	10 *	5.3	4.7	5.3	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	17,130 23.5				15,450 21.2				12,100 16.6									
	ABC TV	← Eight Is Enough (R) → Charlie's Angels (R) → (OP) → Starsky & Hutch (R) →																	
	AVERAGE AUDIENCE (Households (000) & %)	11,960 16.4				12,250 16.8				8,970 12.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25	26 *			25 *	25	24 *		17.5 *	26 *	20		12.7 *	20 *	11.8 *	20 *	11.8	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	19,170 26.3				11,960 16.4													
	CBS TV	← Amazing Spider-Man → (OP) → CBS Wednesday Night Movie "POSSE" (9:00-10:54PM)(R) → (1)																	
	AVERAGE AUDIENCE (Households (000) & %)	13,560 18.6				8,090 11.1				11.5 *									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	29	31 *			26 *	17	18 *		17 *				10.2 *	16 *	10.4	10.4	9.8	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	17,130 23.5				32,730 44.9													
	NBC TV	← King of the Beasts (8:00-9:30PM)(R) → (OP) → Big Event "HOLOCAUST" Pt. IV (8:30-11:00PM) →																	
	AVERAGE AUDIENCE (Households (000) & %)	13,710 18.8				25,440 34.9				36.2 *									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	30	54			43 *		36.2 *		54 *				37.3 *	59 *	37.2	37.2	33.4	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		49.6	52.7	54.2	55.7	59.2	60.7	61.8	62.3	60.7	60.1	59.4	56.8	54.0	52.1	50.1	47.6		
WK 2		55.5	57.4	59.0	60.7	61.7	63.9	66.3	67.5	67.3	67.2	67.6	66.3	63.6	63.2	62.0	57.5		

U. S. TV Households: 72,900,000

*Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page 8.

(OP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. APR. 13, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,060 23.4				16,990 23.3				15,890 21.8				13,710 18.8				11,660 16.0							
	ABC TV						Welcome Back, Kotter				What's Happening				Barney Miller (R)				A.E.S. Hudson Street (OP)				Baretta (R)							
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7				15,240 20.9				14,070 19.3				12,470 17.1				9,040 12.4							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						34 18.4				35 21.0				33 19.6				30 18.9				26 17.3				26 16.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,180 22.2										16,110 22.1							15,670 21.5						
	CBS TV						← The Waltons (R) → (OP) →					Hawaii Five-0 (R)										Barnaby Jones (R)								
	AVERAGE AUDIENCE (Households (000) & %)						12,320 16.9				15.9*				17.9*				13,490 18.5				18.4*				13,120 18.0			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						29 15.5				28 *				30 *				32				31 *				32 *			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,450 21.2										14,580 20.0										12,680 17.4			
	NBC TV						← Hanna-Barbera Happy Hour → (OP) →					Black Sheep Squadron (R)										Police Woman (R)								
	AVERAGE AUDIENCE (Households (000) & %)						10,790 14.8				15.1*				14.4*				11,810 16.2				15.9*				9,110 12.5			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 15.3				26 *				24 *				28				27 *				28 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,550 22.7				16,480 22.6				15,360 21.1				13,120 18.0							12,610 17.3				
	ABC TV						Welcome Back, Kotter (R)				What's Happening (R)				Barney Miller (R)				A.E.S. Hudson Street (OP)				ABC News Closeup "THE AMERICAN ARMY: SHOCKING STATE OF READINESS" (10:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7				14,940 20.5				14,140 19.4				11,810 16.2				9,260 12.7				13.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						34 19.5				34				32				27				25				25 *			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,930 24.6										18,880 25.9										16,690 22.9			
	CBS TV						← The Waltons (R) → (OP) →					Hawaii Five-0 (R)										Barnaby Jones (R)								
	AVERAGE AUDIENCE (Households (000) & %)						14,360 19.7				18.6*				20.8*				15,380 21.1				20.5*				21.7*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						33 17.9				32 *				34 *				35				34 *				36 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,900 17.7										14,000 19.2										12,610 17.3			
	NBC TV						← Hanna-Barbera Happy Hour → (OP) →					Black Sheep Squadron (R)										Police Woman (R)								
	AVERAGE AUDIENCE (Households (000) & %)						8,890 12.2				12.3*				12.1*				11,010 15.1				14.3*				15.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 12.6				21 *				20 *				25				23 *				26 *			
TV HOUSEHOLDS USING TV		WK 1	47.3	49.1	51.6	53.6	56.0	58.3	60.1	60.7	59.0	58.7	58.1	57.4	51.3	49.9	47.6	45.6												
(See Def. 1)		WK 2	52.9	55.1	56.0	57.2	57.7	59.8	60.3	61.3	60.6	61.5	60.8	59.7	54.3	53.1	50.3	47.1												

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

21,720
29.8

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

	SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR.	%

W

TOTAL AUDIENCE (Households (000) & %)	
18-34	10.0
35-44	10.0
45-54	10.0
55-64	10.0
65+	10.0
Male	10.0
Female	10.0
White	10.0
Black	10.0
Hispanic	10.0
Other	10.0

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %	AVG. AUD. BY ¼ HR. %
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R

TOTAL AUDIENCE (Households (000) & %)	
18-34	10.0
35-44	10.0
45-54	10.0
55-64	10.0
65+	10.0
Male	10.0
Female	10.0
White	10.0
Black	10.0
Hispanic	10.0
Other	10.0

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %	AVG. AUD. BY ¼ HR. %
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1

TOTAL AUDIENCE {
Households (000) & %} {

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %	
Avg. Aud. Rx. 1/2 Hr.	%

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %	
AVG. AUD. BY 1/4 HR.	%

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	42.0	43.4	45.9	48.8	49.4	51.9	53.8	55.0	55.0	55.5	55.0	55.8	54.4	53.7	51.7	48.2
WK 2	45.9	46.6	48.1	49.8	51.1	52.8	54.9	56.4	55.9	57.7	58.0	57.6	53.7	52.9	52.0	50.3

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. APR. 15, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	12,760 17.5				19,900 27.3				17,860 24.5																			
	ABC TV	Hardy Boys/Nancy Drew Special "HARDY BOYS" (8:00-9:00PM)(R)																		Love Boat (R)		(OP)		Fantasy Island					
	AVERAGE AUDIENCE (Households (000) & %)	9,260 12.7	11.5*			13.9*	21.1	15,380 21.1	18.3*			24.0*	21.0	21.7*		20.3*													
	SHARE OF AUDIENCE %	24	22 *			25 *	39	34 *				45 *	41	42 *		41 *													
W E E K 2	AVG. AUD. BY ¼ HR. %	11.4	11.5	13.2	14.6	17.2	19.4	23.3	24.6	22.0	21.5	20.8	19.8																
	TOTAL AUDIENCE (Households (000) & %)	12,980 17.8	11,300 15.5				9,190 12.6				7,290 10.0				7,140 9.8														
	CBS TV	The Jeffersons (R)		Ted Knight Show (OP)		Another Day		Maude		Kojak (R)																			
	AVERAGE AUDIENCE (Households (000) & %)	11,300 15.5	9,990 13.7		7,870 10.8		6,490 8.9		5,470 7.5				7.5*		7.5*		7.5*												
W E E K 3	SHARE OF AUDIENCE %	30	25		20		17		15				14 *		15 *														
	AVG. AUD. BY ¼ HR. %	15.2	15.9	13.6	13.8	10.9	10.7	9.0	8.8	7.5	7.5	7.6	7.5																
	TOTAL AUDIENCE (Households (000) & %)	22,890 31.4					17,060 23.4																						
	NBC TV	Bob Hope Special (8:00-9:30PM)																		(OP)		NBC Saturday Night at the Movies "COLUMBO: HOW TO DIAL A MURDER" (9:30-11:00PM)							
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	15,670 21.5	20.5*			22.6*		21.5*	17.6	17.2*		17.9*		17.9*		17.8*													
	SHARE OF AUDIENCE %	40	39 *			41 *		39 *	34	32 *		35 *		35 *		36 *													
	AVG. AUD. BY ¼ HR. %	19.7	21.2	22.7	22.5	22.2	20.9	17.2	17.1	17.9	17.9	17.6	18.0																
	TOTAL AUDIENCE (Households (000) & %)	12,030 16.5	13,190 18.1		22,890 31.4																								
W E E K 5	ABC TV	Mel & Susan Together		Operation Petticoat (OP)		Love Boat (R)																							
	AVERAGE AUDIENCE (Households (000) & %)	10,570 14.5	11,230 15.4		15,160 20.8		19.2*		20.5*		21.8*		21.7*																
	SHARE OF AUDIENCE %	28	29		39		35 *		38 *		41 *		41 *																
	AVG. AUD. BY ¼ HR. %	14.1	14.9	14.8	16.0	19.2	19.2	20.5	20.6	21.8	21.8	22.0	21.3																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	12,760 17.5	11,370 15.6		9,400 12.9				7,440 10.2				6,120 8.4																
	CBS TV	The Jeffersons (R)		Ted Knight Show (OP)		Another Day		Maude		CBS Reports "THE POLITICS OF ABORTION" (10:00-11:00PM)																			
	AVERAGE AUDIENCE (Households (000) & %)	11,230 15.4	9,840 13.5		8,020 11.0		6,630 9.1		3,790 5.2				5.4*		5.1*														
	SHARE OF AUDIENCE %	30	25		20		17		10				10 *		10 *														
W E E K 7	AVG. AUD. BY ¼ HR. %	15.3	15.5	13.7	13.2	11.1	10.9	9.0	9.2	6.1	4.7	4.8	5.3																
	TOTAL AUDIENCE (Households (000) & %)	15,750 21.6					21,430 29.4																						
	NBC TV	Chips (R)																		(OP)		NBC Saturday Night at the Movies "AIRPORT '75" (9:00-11:00PM)(R)							
	AVERAGE AUDIENCE (Households (000) & %)	11,450 15.7	14.0*			17.4*	20.7	18.9*	19.7*	22.0*	22.4*	22.4*	22.4*	22.4*	22.4*	22.4*	22.4*	22.4*	22.4*										
W E E K 8	SHARE OF AUDIENCE %	30	27 *			32 *	39	35 *	36 *	41 *	43 *	43 *	43 *	43 *	43 *	43 *	43 *	43 *											
	AVG. AUD. BY ¼ HR. %	14.0	14.0	16.6	18.2	18.5	19.2	19.3	20.7	21.4	22.7	23.2	21.5																
	TV HOUSEHOLDS USING TV	43.4	45.0	47.2	49.2	51.6	53.2	54.1	55.0	54.3	54.9	53.6	54.0	52.2	51.4	50.6	49.6	49.6											
	(See Def. 1)	44.5	46.0	48.0	50.5	51.9	52.3	53.1	54.3	54.1	54.8	54.1	54.2	53.5	53.2	53.3	51.5	51.5											

A-13 TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

EVE. SAT. APR. 22, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. APR. 16, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE	12,760				17,200				21,940								
(Households (000) & %)	17.5				23.6				30.1								

ABC TV

	Young Pioneers				(OP) How the West Was Won				(OP) ABC Sunday Night Movie								
	"DIAMONDS ARE FOREVER" (9:00-11:25PM)(R)																
AVERAGE AUDIENCE	9,910				13,920				12,830								
(Households (000) & %)	13.6	12.8*			14.4*	19.1	18.1*		17.6	17.8*			17.7*		17.5*	18.2*	
SHARE OF AUDIENCE %	25	25 *			25 *	30	29 *		31 *	29	27 *		27 *		29 *	31 *	
AVG. AUD. BY 1/4 HR. %	12.3	13.3	14.3	14.6	17.3	18.9	20.1	20.1	18.2	17.4	17.8	17.6	17.4	17.6	18.2	18.2	

TOTAL AUDIENCE	19,970				12,900				14,580				14,800		14,430	
(Households (000) & %)	27.4				17.7				20.0				20.3		19.8	

CBS TV

	60 Minutes				Rhoda				On Our Own (OP)				All In The Family (R)				Alice (R)				Dallas			
AVERAGE AUDIENCE	16,110				10,720				12,760				13,630			11,520								
(Households (000) & %)	22.1	21.2*			14.7				17.5				18.7			15.8	15.7*							
SHARE OF AUDIENCE %	41	41 *			24				27				28			26	26 *							
AVG. AUD. BY 1/4 HR. %	20.3	22.0	22.9	23.1	14.8	14.6	14.2	14.9	16.7	18.3	18.8	18.6	15.7	15.8	15.8	16.0								

TOTAL AUDIENCE	16,180				28,140											
(Households (000) & %)	22.2				38.6											

NBC TV

	Wonderful World of Disney				(OP) Big Event											
	"ADVENTURE IN SATAN'S CANYON" (R)															
	"HOLOCAUST" Pt. 1 (8:00-10:54PM)															
AVERAGE AUDIENCE	10,130				19,760											
(Households (000) & %)	13.9	12.4*			27.1	25.8*			27.5*	28.0*			28.5*		26.7*	25.7*
SHARE OF AUDIENCE %	26	24 *			43	41 *			42 *	42 *			43 *		44 *	43 *
AVG. AUD. BY 1/4 HR. %	12.7	12.1	13.6	17.2	25.4	26.1	27.1	27.9	27.9	28.2	28.6	28.5	27.2	26.2	25.7	25.7

TOTAL AUDIENCE	12,250				16,400				21,510							
(Households (000) & %)	16.8				22.5				29.5							

ABC TV

	Hardy Boys / Nancy Drew				(OP) How the West Was Won				(OP) ABC Sunday Night Movie							
	"HARDY BOYS" (R)															
	"WALKING TALL" (9:00-11:18PM)(R)															
AVERAGE AUDIENCE	9,480				13,410				15,090							
(Households (000) & %)	13.0	11.9*			18.4	17.6*			20.7	19.2*			20.0*		21.6*	21.7*
SHARE OF AUDIENCE %	24	23 *			30	30 *			36	31 *			33 *		37 *	39 *
AVG. AUD. BY 1/4 HR. %	11.2	12.7	13.4	14.6	16.9	18.3	19.1	19.1	19.0	19.4	20.0	20.1	21.3	21.9	21.6	21.7

TOTAL AUDIENCE	21,210				14,360				19,680				19,680		18,080	
(Households (000) & %)	29.1				19.7				27.0				27.0		24.8	

CBS TV

	60 Minutes				Rhoda				On Our Own (OP)				All In The Family (R)				Alice (R)				Dallas			
AVERAGE AUDIENCE	16,990				12,830				17,640				18,010			15,450								
(Households (000) & %)	23.3	22.2*			17.6				24.2				24.7			21.2	21.1*							
SHARE OF AUDIENCE %	44	44 *			30				39				40			37	36 *							
AVG. AUD. BY 1/4 HR. %	21.5	23.0	24.8	23.9	17.6	17.7	16.5	18.0	23.1	25.2	24.4	25.0	21.0	21.2	21.7	20.9								

TOTAL AUDIENCE	12,980				19,390				16,260							
(Households (000) & %)	17.8				26.6				22.3							

NBC TV

	Wonderful World of Disney				Project U.F.O.				(OP) Big Event							
	"THOSE CALLOWAYS" Pt. 1 (R)															
	"MONEYCHANGERS" Pt. 1 (9:00-11:00PM)(R)															
AVERAGE AUDIENCE	9,190				15,240				10,280							
(Households (000) & %)	12.6	11.3*			20.9	19.8*			14.1	15.5*			14.8*		13.4*	12.8*
SHARE OF AUDIENCE %	24	22 *			34	34 *			24	25 *			24 *		23 *	23 *
AVG. AUD. BY 1/4 HR. %	10.2	12.4	13.0	14.9	19.2	20.5	22.0	21.8	16.2	14.8	15.1	14.5	13.5	13.3	12.7	12.8

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	50.7	52.7	54.7	58.4	61.3	63.4	64.5	65.7	65.7	66.2	66.5	65.3	61.8	60.7	59.6	58.5				
	49.3	52.6	54.6	57.2	57.8	60.2	62.0	63.1	62.8	62.3	61.2	61.3	59.1	58.1	56.7	55.7				

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36